

## ABSTRACT

The invention generally relates to the merchandising of death care products and death care related products, such as caskets, coffins, vaults, bronzes and other metallic adornments, personalized exteriors and interiors of caskets and coffins, urns, keepsakes and various printed materials, including, but not limited to, cards, such as sympathy cards, stationery, and other printed literature, including pamphlets, books, whether recorded on paper or in other formats, e.g., videotape or film, CD, DVD or other electronic media, etc. The invention also provides a method, apparatus and display fixtures to inform and educate patrons who are making arrangements in advance of actual need, as well as families and relatives of those who may be making arrangements for a recently deceased family member.